



TILTINGPOINT

GOOGLE - ANNUAL RECAP

Jan 27, 2022

NON-PARTY HIGHLY CONFIDENTIAL-OUTSIDE COUNSEL EYES ONLY

EXHIBIT 11373

TP000406

EXHIBIT 11373-001

AN INTRO TO TILTING POINT



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TP000407

PAGE 2

EXHIBIT 11373-002



TILTINGPOINT

RAISE YOUR GAME

OUR MISSION

We combine **data, technology, talent** and groundbreaking **marketing** to scale games to success.

OUR PURPOSE

To **unlock** our **partners' potential** and **change developers lives.**

OUR VISION

To become the **top game publisher** and **partner of choice** for **developers.**

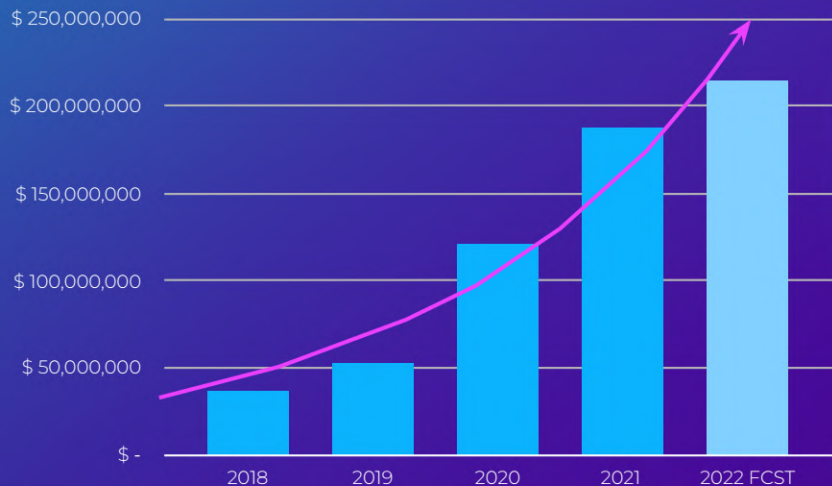
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EXPONENTIAL GROWTH

Tilting Point's Gross Revenue YoY



\$235M equity raise



GENERAL
ATLANTIC

+

RED | VENTURES

Acquire
games & studios

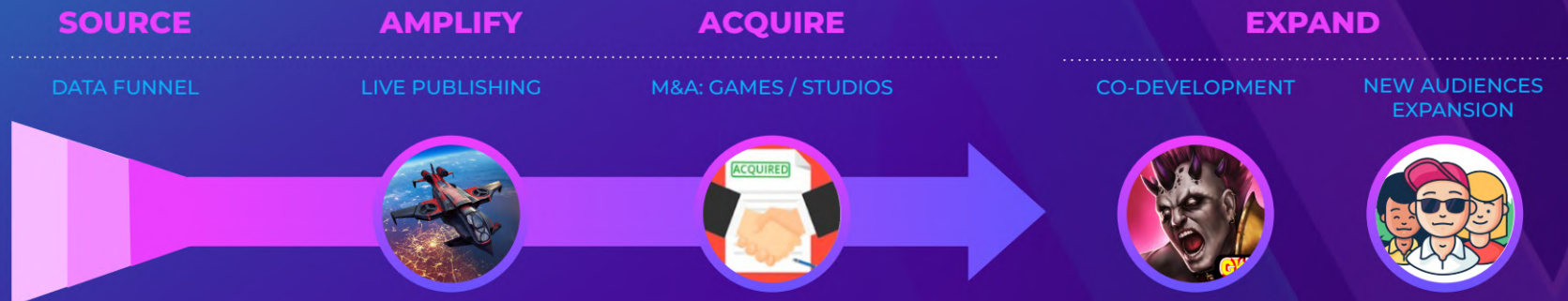
Build new games

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PROGRESSIVE PUBLISHING MODEL



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TOWARDS 2025: GOALS & ASPIRATIONS

- 1** **7x over the next 4 years** with high profitability in 2025
- 2** **8-10 Acquisitions** per year
- 3** **200 games** under management

2022 LIVE PUBLISHING

An illustration of a man in a suit pointing at a large screen displaying a line graph and bar chart. An audience is seated in front of him, and there are floating data visualizations like a donut chart and a circular arrow icon.

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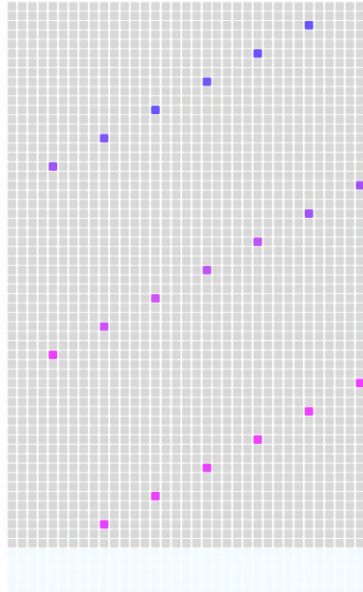
TP000412

UNMATCHED REACH

ACROSS THE INDEPENDENT DEVELOPER COMMUNITY

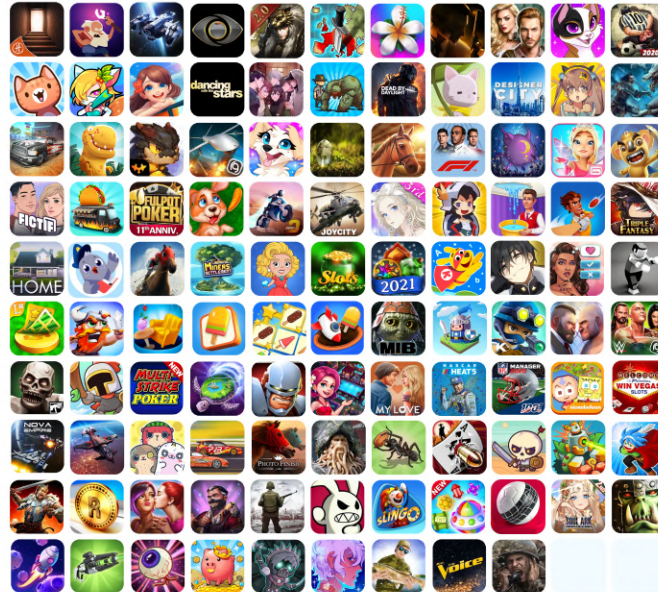
SOURCE INDIE DEVS

2000+ GAMES EVALUATED (*)



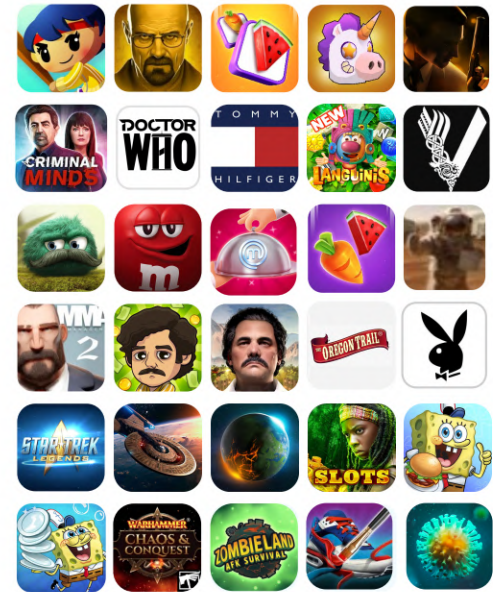
LIVE PUBLISHING: GROW IN-MARKET GAMES

108 PARTNERS (*)



ACQUIRE & EXPAND WITH NEW GAMES

30 1ST PARTY/CODEV GAMES (*)

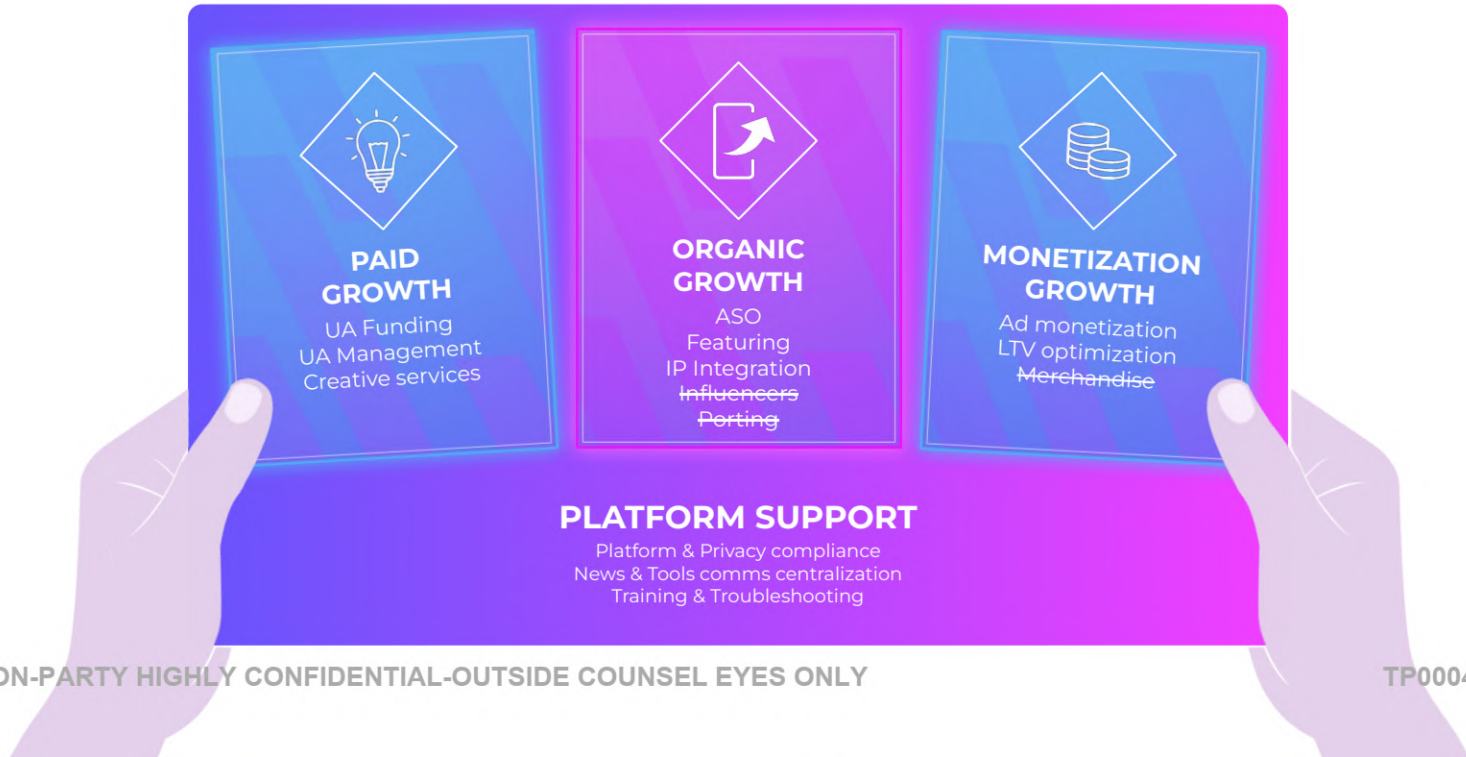


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LIVE PUBLISHING: **GROWTH** SERVICES

We deploy a **custom set of tools** based on each game's needs to
AMPLIFY THEIR GROWTH & **UNLOCK THEIR FULL POTENTIAL.**



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LIVE PUBLISHING: WORLDWIDE PIPELINE



2022 Objectives:

x30 new titles
(Currently 10 in closing stage)



> LET'S PARTNER TO SUPPORT INDIE DEVELOPERS <

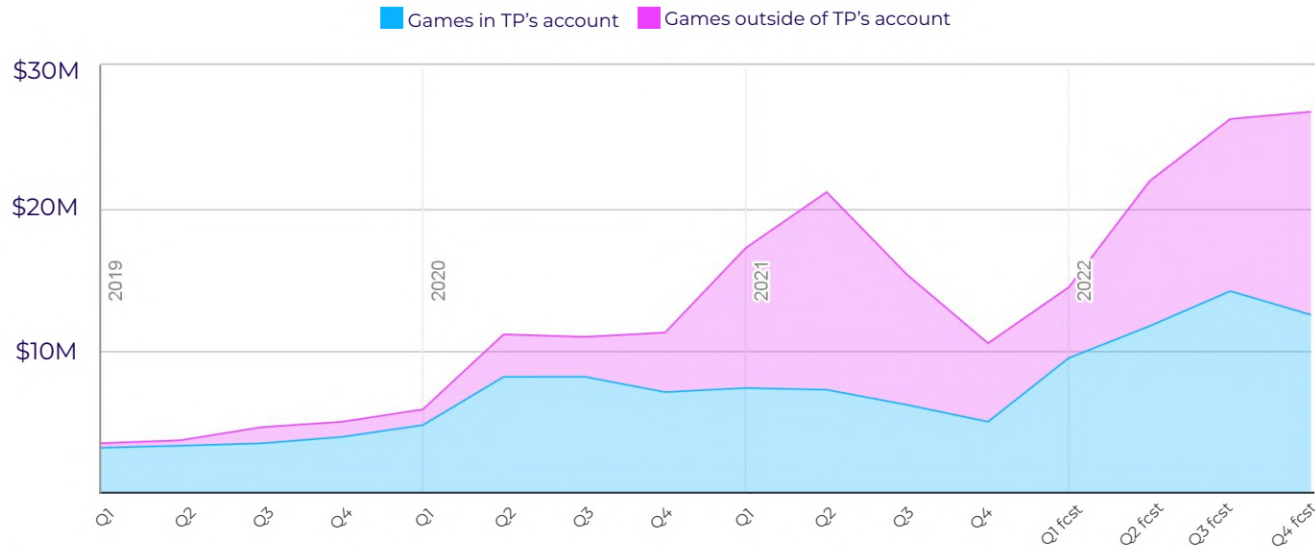
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TP000415

MORE THAN MEETS THE EYE

ONLY HALF OF OUR GAME PARTNERS ARE LISTED UNDER TILTING POINT

Android Gross Revenue by attribution

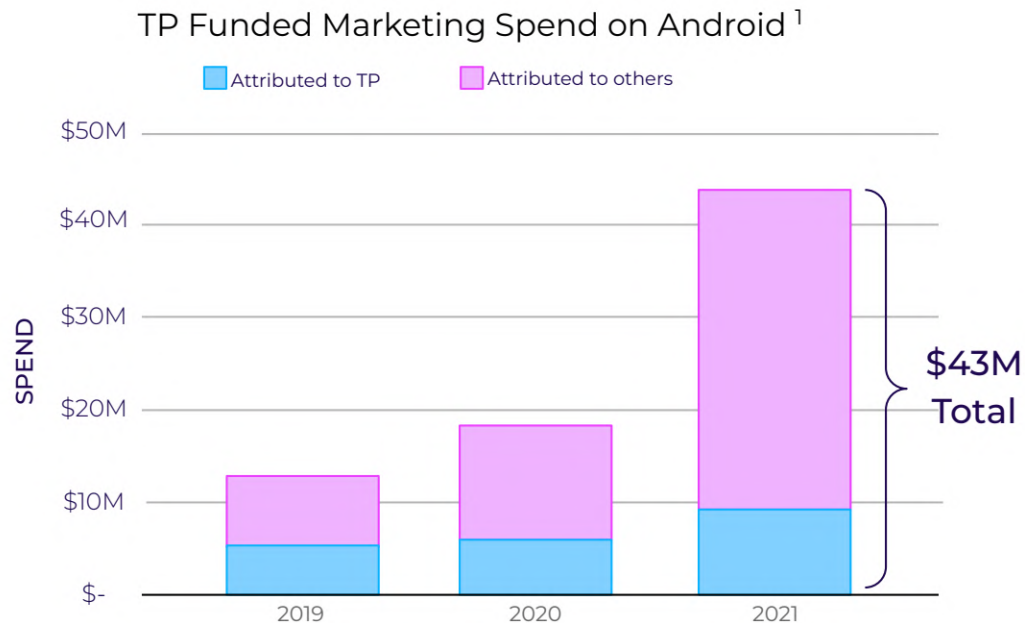


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EXPONENTIALLY GROWING INVESTMENT

TILTING POINT ADVERTISING CAMPAIGNS DRIVE IMPACT FOR PLAY DEVELOPERS



¹ Data includes UA spend directing traffic towards Google Play and UA spend within the Google ecosystem (e.g. adwords)

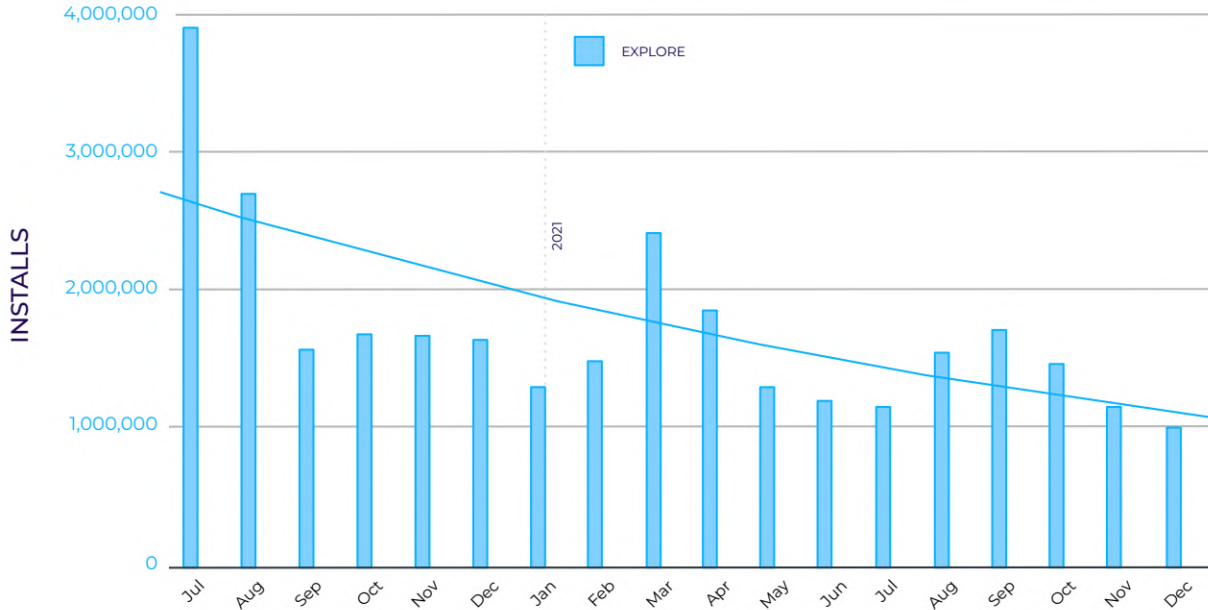
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EXPLORE TRAFFIC HEADWINDS

DECLINING TREND ACROSS BEST PERFORMING GAMES DESPITE INCREASED SPEND



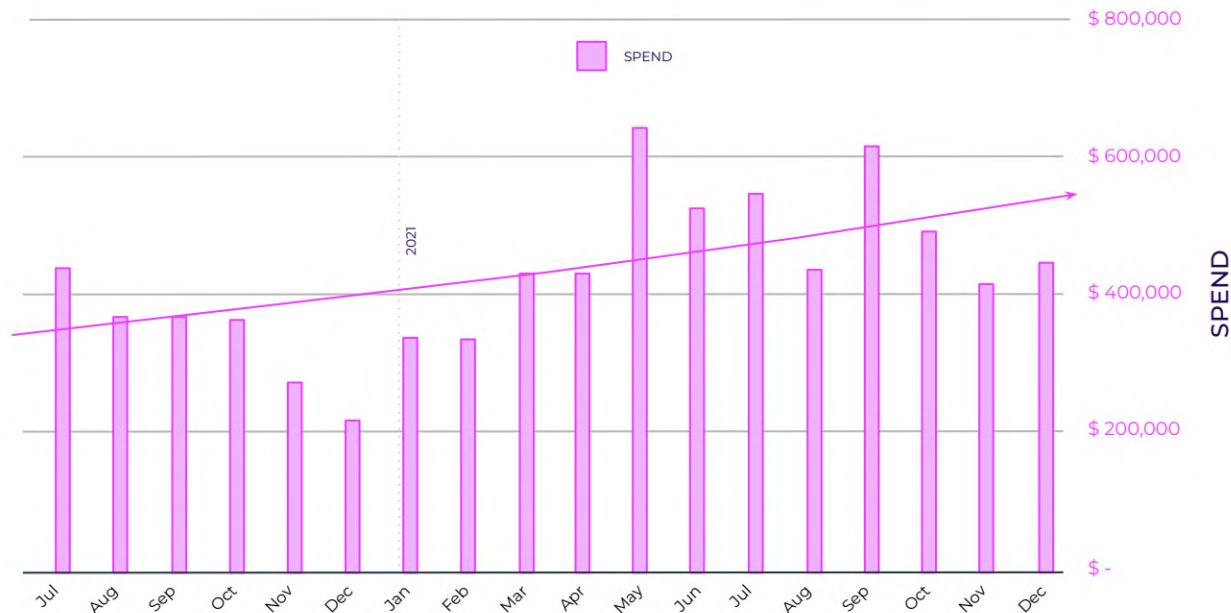
⁽¹⁾ Aggregated data for: AstroKings, Hidden Hotel, Narcos: Cartel Wars, Star Trek Timelines, SpongeBob: Krusty Cook-Off, TerraGenesis, and Warhammer: Chaos and Conquest.

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TP000418

EXPLORE TRAFFIC HEADWINDS

DECLINING TREND ACROSS BEST PERFORMING GAMES DESPITE INCREASED SPEND



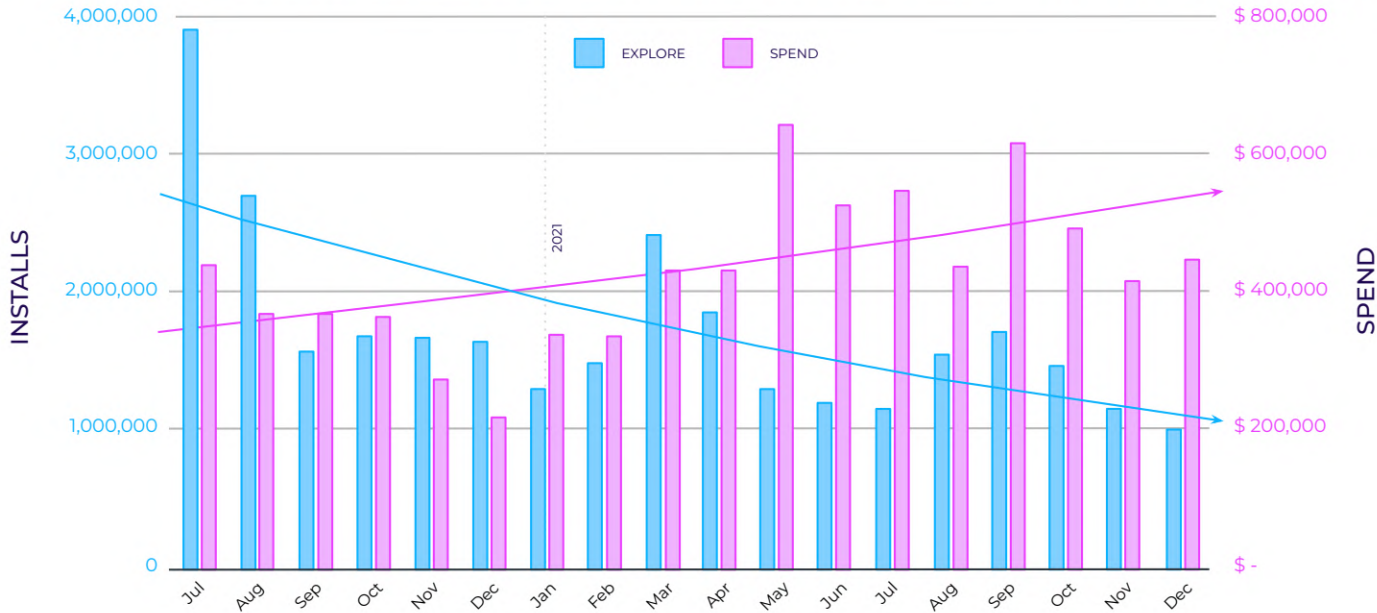
⁽¹⁾ Aggregated data for: AstroKings, Hidden Hotel, Narcos: Cartel Wars, Star Trek Timelines, SpongeBob: Krusty Cook-Off, TerraGenesis, and Warhammer: Chaos and Conquest.

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TP000419

EXPLORE TRAFFIC HEADWINDS

DECLINING TREND ACROSS BEST PERFORMING GAMES DESPITE INCREASED SPEND



(*) Aggregated data for: AstroKings, Hidden Hotel, Narcos: Cartel Wars, Star Trek Timelines, SpongeBob: Krusty Cook-Off, TerraGenesis, and Warhammer: Chaos and Conquest.

> WHAT CAN BE DONE TO CREATE OPPORTUNITY FOR INDIES? <

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2022 ACQUIRE & EXPAND

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PAGE 16

EXHIBIT 11373-016

ACQUISITION #1: BUDGE STUDIOS



- Based in Montreal (Canada)
- Founded in 2010
- 125 employees
- Leading kids entertainment (3-13yo)
- Strong relationship with licensors (avg. length 6y)



Barbie

175M+ Downloads

THOMAS & FRIENDS

110M+ Downloads

HOT WHEELS

24M+ Downloads



My Little PONY

85M+ Downloads

TRANSFORMERS

50M+ Downloads



WildBrain

Strawberry Shortcake

263M+ Downloads

caillou

14M+ Downloads



PAW PATROL

10M+ Downloads

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ACQUISITION #2: AN GAMES

ANGAMES

- Based in Pangyo (Seoul, Korea)
- Founded in 2000
- 57 employees
- 20+ years working on strategy games
- Self-published in the Asian market

2018

Game
Launch

Nov 2019

Joined TP's
portfolio

2021

x2 Stargate IP
integration

Q1 2022

ACQUISITION

UA driven deal:
\$2.3M+ spend

Beyond UA:
+1,128% organic
installs



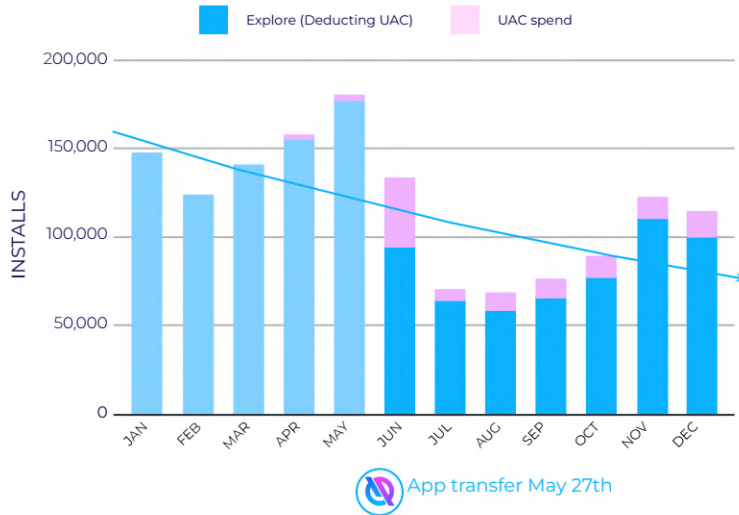
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DE-RISKING APP TRANSFERS

Hidden Hotel Organics post-transfer



Reduced Fee Program: Partner Dilemma

Our developers face material switching costs:

- **Retain the app** in their account **and not benefit from the managed partner network effects**
6 games did not transfer in H2 2021
- **Transfer** their app to Tilting Point **and forego the \$150K annual savings.**
20 affected partners (\$3M opportunity cost)



HOW CAN WE ENSURE FUTURE PARTNERSHIPS
ARE BENEFICIAL TO TP AND OUR DEVELOPERS?



2022 INNOVATION

An abstract illustration in shades of blue and purple. It features two stylized figures sitting at desks with laptops. Surrounding them are various geometric and data-related shapes: a large sphere with internal connections, a pie chart, a bar chart, a line graph, and several floating circles and squares. The overall theme is digital innovation and data analysis.

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KEY INITIATIVES



Web3 Games

Become a strategic partner
for your blockchain initiatives



Google Play Pass

Bespoke product
development for kids



PC Gaming

Enhance our Mobile slate
to be browser ready



Upcoming games

Huge roadmap of new
games to come

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IN DETAIL: **PLAY TO EARN**

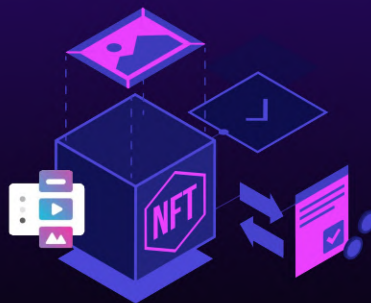
PLAY-TO-EARN GAMES GROWTH

- UA Funds
- UA Expertise
- Play2Earn LTV Prediction
- Community Mgt. & Buzz



OPENING FUNNEL TO NFT GAMES

- Native Web3 Games
- 1st Party Co-Devs
- Mobile F2P w/ NFTs



BLOCKCHAIN OFFERING

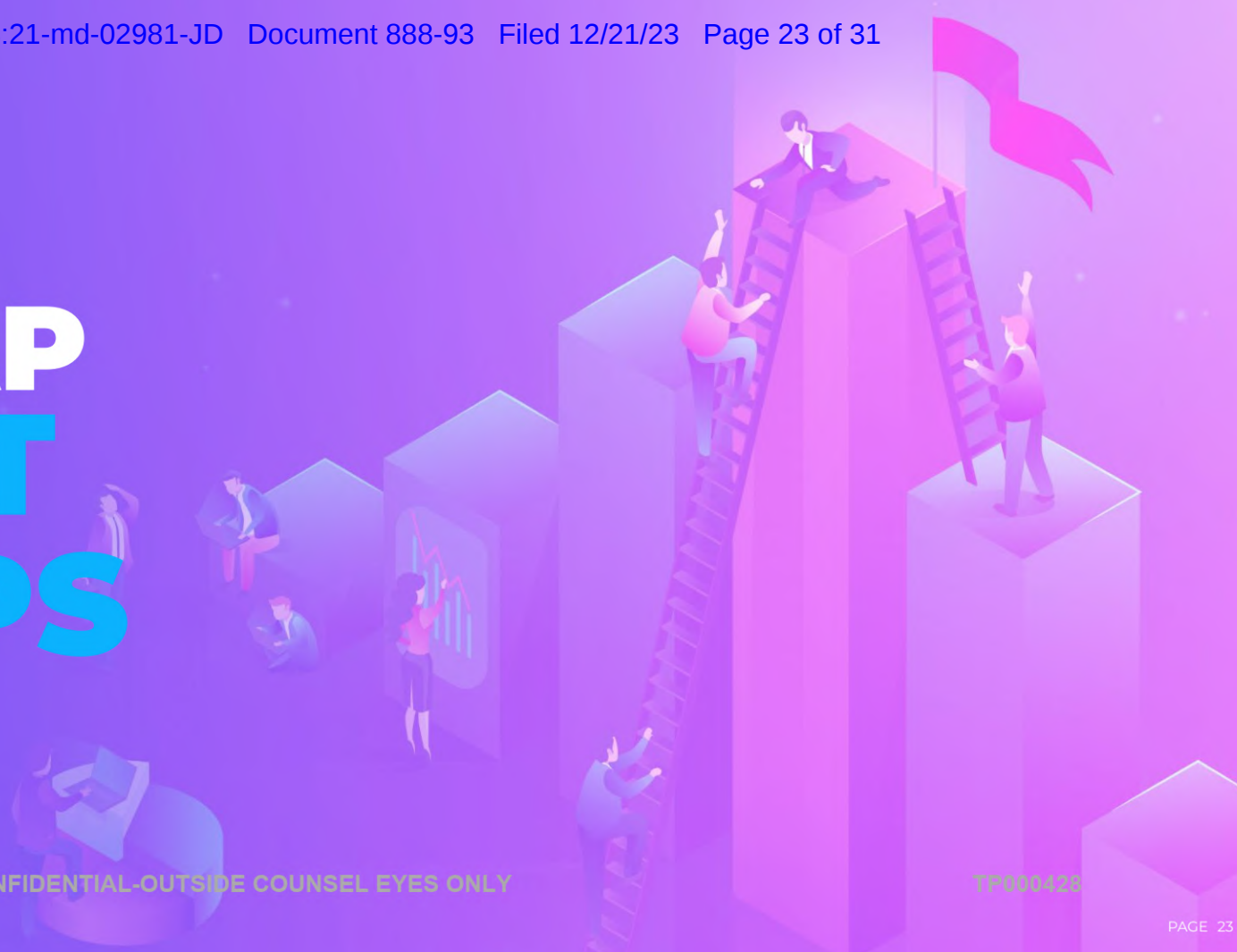
- Loyalty Program
- New payment system
- NFT Marketplace



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RECAP NEXT STEPS



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HELP US BE YOUR CHAMPION FOR INDIES!

THE 3 STEPS TO SUCCESS

1

**Encourage Indie
Developers** with
increased Explore traffic

2

De-risk future deals in
with solutions **at the app
transfer stage**

3

Innovate together
on **key initiatives**

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THANK YOU!

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EXHIBIT 11373-025

APPENDIX: GAMES IN DETAIL



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LATEST LIVE PUBLISHING ADDITIONS



COOKING VOYAGE: COOK AND TRAVEL

Genre:
Simulation

Launch date:
Jul 28, 2020

TP Signed date:
Oct 13, 2021



HOMESTEADS

Genre:
Strategy

Launch date:
Apr 9, 2020

TP Signed date:
Nov 1, 2021



ZOMBIE CITY MASTER: ZOMBIE GAME

Genre:
Strategy

Launch date:
Dec 9, 2020

TP Signed date:
Nov 1, 2021



MAYBE: INTERACTIVE STORIES

Genre:
Simulation

Launch date:
May 28, 2020

TP Signed date:
Nov 26, 2021



UNDERWORLD FOOTBALL MANAGER 2

Genre:
Sports

Launch date:
Jul 20, 2020

TP Signed date:
Dec 28, 2021



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UPCOMING PORTFOLIO



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GAME TITLE
M&M'S Adventure

GENRE
Casual Puzzle

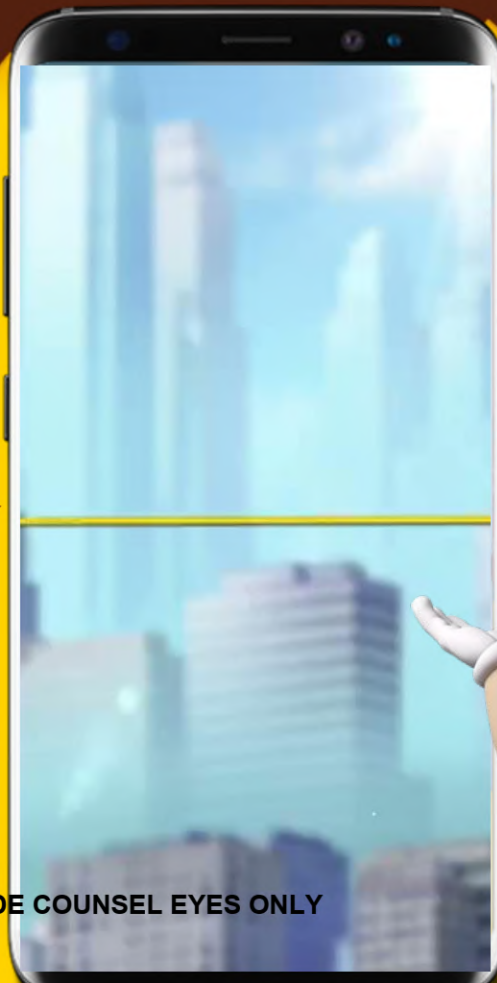
TARGETED GLOBAL LAUNCH
March, 2022

LOCALIZATION
EN, FR, IT, DE, SP, PT, RU, KO, JP

TARGET AUDIENCE
Female and Male 18+

Click to watch
the video!

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TP000434

THREE KINGDOMS

BLADES OF WAR

GAME TITLE

Three Kingdoms: Blades of War

GENRE

Action RPG & Strategy

TARGETED GLOBAL LAUNCH

29th March 2022

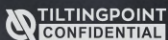
LOCALIZATION

EN, KR, CN

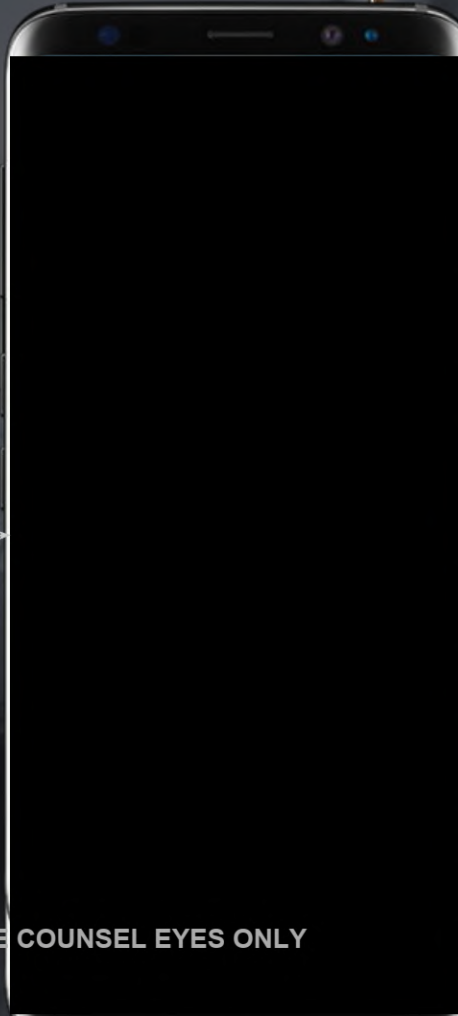
TARGET AUDIENCE

Male 20 - 50

Click to watch
the video!



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PAGE 30

EXHIBIT 11373-030



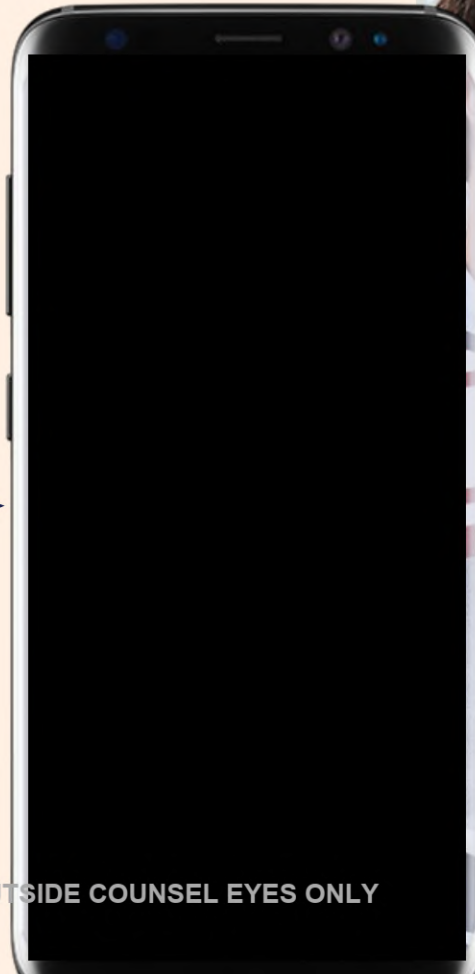
GAME TITLE
Fashion Fits

GENRE
Customization / Lifestyle

TARGETED GLOBAL LAUNCH
Q1 2023

TARGET AUDIENCE
Female 25 - 45

Click to watch
the video!



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TILTINGPOINT
CONFIDENTIAL

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PAGE 31

EXHIBIT 11373-031